

I CLAIM:

1. A method for driving an LCD, comprising the steps of:-
 - (i) providing an LCD with a number of columns,
 - (ii) providing an LCD with a number of rows,
 - (iii) whereby to provide a number of pixels, and
 - (iv) driving the LCD by multiple inversion of one of a column, row and pixel, whereby to provide a reduced total fringe field effect to maintain contrast and a minimised flickering on a display.
2. A method as defined in Claim 1, wherein the multiple inversions are adjustable.
3. A method as defined in Claim 1, wherein there is a number of columns (m) which is any integer from two to the number of scan lines and wherein there is a number of rows (n) which is any integer from two to the number of column lines.
4. A method as defined in Claim 3, wherein there is an (n)-row inversion applied to a passively and an actively driven LCD, and wherein (n) is any integer from two to the number of scan lines.
5. A method as defined in Claim 3, wherein there is an (m)-column inversion applied to an actively driven LCD, (m) being any integer from two to the number of column lines.
6. A method as defined in Claim 3, wherein there is an $n \times m$ -pixel inversion in an actively driven LCD, where (n) is an integer from two to the number of scan lines and (m) is an integer from two to the number of column

lines.

7. A method as defined in Claim 1, wherein said method is applied to one of an actively driven miniature TFT LCD and a reflective liquid crystal on silicon LCD.
8. A method as defined in Claim 1, wherein there is simultaneous inversion of one of a plurality of columns, rows or pixels of an LCD.
9. A method as defined in Claim 8, wherein said plurality comprises two.